



## 2007 ASBDC Call for Presentation GUIDELINES

The **ASBDC Annual Conference** is the premier event exposing SBDC staff to the very latest thinking and the most advanced tools and techniques to enhance the effective delivery of counseling and training programs. This conference will deliver information from top-notch speakers, from peers sharing the latest learning tools and knowledge, from partner organizations sharing best practices, and from corporations showcasing the latest products and resources for small business. Over 1000 participants from education, business, government, and industry are expected to attend ASBDC's 2007 Annual Conference in Denver, Colorado.

The ASBDC Professional Development Committee is soliciting proposals for **1-1/2 hour, 3-hour (half-day), and 6-hour (full-day) programs**. Special program proposals for 1-1/2 or 2 days will also be considered. The number of participants per program could range from 40 – 150+, so do consider this as you submit your proposal. All programs should be directed toward one of these three (3) target audiences: **Core, Advanced, and Executive** as described below:

<b>CORE</b>	Skills, knowledge and abilities, which <u>ALL</u> SBDC counselors, trainers, and client service delivery staff should possess.
<b>ADVANCED</b>	Skills, knowledge and abilities, which <u>experienced</u> counselors and center directors should possess.
<b>EXECUTIVE</b>	Skills, knowledge and abilities, which program management/ administration and senior level staffers should possess.

- Workshops in the **CORE** track are designed for new business consultants/ counselors, trainers and other client service-delivery staff. Subject matter is intended to provide professional development opportunities to assist SBDC staff deliver basic services of business financial analysis, management, marketing, etc.
- Workshops in the **ADVANCED** track are designed for business consultants/ counselors/trainers, center directors, and program administrators who have substantial SBDC experience. Subject matter is intended to provide professional development opportunities to assist SBDC staff:

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1. in working with growth-oriented clients and in advanced specialty areas such as (but not limited to) business valuation, technology, e-Commerce, exporting and capital infusion;
  2. in providing targeted outreach programs; and
  3. in developing training and distance learning programs.
- Workshops in the **EXECUTIVE** track are designed for experienced consultants and SBDC management who have participated in numerous other professional development endeavors. Subject matter is intended to provide consulting skills and expertise for SBDC staff in working with the larger, mature, or fast-growing business client in seeking new insights into more effective management and marketing of the SBDC program; in understanding new program directives; and/or in strengthening SBDC partnerships and networking relationships, etc. Examples include but are not limited to: management audits, small business strategic planning, small business trends, effective program advocacy, strategic partnering, legislative affairs, etc.

### COMPETITIVE PAPERS

Proposals are read as part of a juried process by the ASBDC Professional Development Committee. Applicants will be notified of the status of their proposal no later than **February 28, 2007**. Papers should address issues of significance to entrepreneurship and small business development. The following criteria will be used by reviewers in selecting papers for presentation at the conference:

- Quality of overall proposal: Clarity, organization, creativity, delivery method, ability to deliver the information in the prescribed time frame.
- Session will enhance the quality of SBDC services
- Proposal fits with the professional development needs of SBDC staff.

**PLEASE NOTE:** The driving force in program selection will be consultant and training needs as determined by the ASBDC Professional Development Committee through prior conference evaluations and results of needs assessment surveys.

Preference will be given to proposals for hands-on learning rather than simple lectures, proposals which best meet the professional development goals of the attendees, and presentations that have proven successful.

**What to Expect if your program is accepted for presentation in Denver?**

### CONFERENCE REGISTRATION REQUIREMENTS

**SBDC PRESENTERS** and their co-presenters **MUST** register and pay the appropriate conference registration fee. In appreciation for your willingness to share your expertise and professional experience with your peers, ASBDC will offer the LEAD SBDC presenter and their co-presenters a \$100 discount off the regular registration fee. When registering for the conference, please check the appropriate box on the Conference Registration Form.

**PROFESSIONAL/ NON-SBDC SPEAKERS.** ASBDC has a limited budget for outside speakers. Speaker honorariums will be considered for professional speakers who are non-SBDC personnel. Exact fees will be addressed in your acceptance/contract letter that will be negotiated with you following acceptance of your program. Requested speaker fee information must be submitted as part of your proposal submission. Air fare, ground travel and hotel are all subject to negotiation. ASBDC will provide complimentary conference registration for professional/non-SBDC speakers whose proposals have been accepted for presentation.

## TOPICS OF INTEREST

The ASBDC Professional Development Committee is particularly interested in securing programs related to and/or covering the following subject areas:

<b>Business Assessment</b>	Feasibility/viability; Audits; Valuation; Turnaround strategies for distressed companies, Exit strategies
<b>Capital Formation</b>	Alternative financing programs; Equity financing; Venture capital; Acquisitions and mergers; Joint ventures, Public and private securities offerings
<b>Counseling</b>	Techniques, methodologies, skill sets, and strategies; Working with culturally diverse markets, Using technology to counsel
<b>E-commerce</b>	Fundamentals of building the web-based business
<b>Economic Development</b>	State trends in business and economic development; Developing businesses in special business districts
<b>Entrepreneurship</b>	Understanding the entrepreneur and entrepreneurial behavior; Entrepreneur success factors
<b>Ethics</b>	Ethics in business; Safeguarding against fraud
<b>Family Business</b>	Dynamics of family-held businesses; Strategies and organization; Succession planning
<b>Financial Analysis</b>	Advanced case studies; Business sector analysis; In-depth cash flow Projections; Financial statements/pro formas
<b>Franchising</b>	
<b>Human Resources</b>	Employment issues: hiring, developing, disciplining, terminating employees; Advanced employment trends; Harassment, violence, and security; Managing health and safety; Workers comp; Personnel policies
<b>International Trade</b>	In-depth review of exporting/importing and permits; Case studies and best practices in developing an import/export marketing plan; International trade internet use and issues
<b>Legal Issues for Entrepreneurs</b>	Employee law; Employment agreements; Product licensing and development agreements; Distribution and manufacturing agreements; Intellectual property agreements; Patents and patent infringement; Domestic copyright and trademark registration
<b>Lending</b>	Understanding credit agency reports; Loan reviews – lender perspective and priorities; Banking industry insights; Structuring loans; Micro-loan programs; Working with SBA loan programs and applications
<b>Marketing</b>	Marketing for start-ups; Marketing products and/or services; Market research; Positioning a company within the industry; Retail merchandising, inventory, open-to-buy; Product and service pricing; Best practices in customer service delivery; Creating a highly-effective sales team and sales action plans
<b>Manufacturing</b>	
<b>Resources</b>	SBDC Network resources; Census resources; Resources in Spanish; Resources to support Client Counseling
<b>Risk Management</b>	In-depth review of risk management issues; Insurance; Disaster preparedness

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<b>SBDC-Related Issues</b>	Managing time and staff; Developing market specific programs; Marketing the SBDC; Regional/center promotion and marketing; Financial audits of local SBDC offices; Generating cash match in an era of shrinking resources; SBDC's as a revenue center; Succession planning for State/Regional Directors; Case studies and best practices in technology as a tool for SBDC efficiency
<b>Strategic Planning</b>	For small business, For SBDC's
<b>Tax</b>	New tax structures for small business, analyzing the small business tax return
<b>Technology</b>	How to develop an SBIR proposal, Providing quality assistance to inventors, Developing an SBTDC, Partnerships for nurturing tech-based business; Opportunities in wireless; Banks and the tech-based business
<b>Training</b>	Training issues and innovations; Best practices; Ideas for generating training income; Designing effective training programs; Writing terrific training materials; Facilitation skills for trainers; Marketing SBDC training; Designing and providing on-line training

Additional **Topics of Interest** are also posted on the ASBDC website: <http://www.asbdc-us.org>  
Click on **Annual Conference** and scroll down to **Denver 2007 Conference**.



## **Call for Presentation GUIDELINES**

**Deadline for Submission: 5:00 PM (EST) – January 19, 2007**

**All proposals are to be submitted ON-LINE.**

To register for on-line submission, click on the link below to submit your name and e-mail address. Within 24 hours, you will receive a return e-mail with a link to the on-line ASBDC proposal site where you will be asked to re-enter your e-mail address and create your own individual password to this site.

By registering and creating a password, you will be able to submit all program proposal information into the ASBDC database. Should you elect to submit multiple programs for consideration, it will not be necessary to re-enter your basic contact information. This year's ASBDC Call for Presentations site will permit you to re-enter to edit, update and/or upload required attachments up to the deadline date for submissions, **5:00 pm (EST) on Friday, January 19, 2007.**

Incomplete proposals and proposals received after the deadline date will not be considered.

### **SBDC personnel MUST INCLUDE EITHER**

1. a written State/Regional Director Approval or
2. the State/Regional Director's statement of approval e-mailed referencing the abstract.

Proposals will not be considered without one of these approval verifications. State Directors should send their approval to: ASBDC Call for Presentations, ASBDC, 8990 Burke Lake Road, 2<sup>nd</sup> Floor, Burke, VA 22015 or e-mail to: [betsy@asbdc-us.org](mailto:betsy@asbdc-us.org) (See Section B, Page 5 – FOR SBDC SUBMISSIONS ONLY.)

We invite you to submit papers, case studies, workshop, roundtable or seminar programs that address the changing world of small business management. At this year's conference, we will continue to address professional development needs as well as the operations and management challenges facing small business in America's current economic climate.



**ALL PROPOSAL QUESTIONS** should be referred to:

<b>Betsy Kaufman</b>	Phone: 703-764-9850
Director	Fax: 703- 764-1234
Membership Services & Meetings	e-mail: <a href="mailto:betsy@asbdc-us.org">betsy@asbdc-us.org</a>
ASBDC	
8990 Burke Lake Road, 2 <sup>nd</sup> Floor	
Burke, VA 22015	

### **PROPOSAL REQUIREMENTS –**

Each proposal **MUST** include the following to be considered complete:

#### **SECTION A: PRESENTER INFORMATION**

- Complete Lead Presenter Contact Information
- Co-presenter(s) Contact Information (*if any*)

#### **SECTION B: PRESENTATION INFORMATION**

- Title of presentation
- Presentation Description – Please be descriptive, yet concise – descriptions should be limited to **no more than 100 words**.
- Program Goals
- Program Outcomes/Impact for Participants
- Abstract / Agenda / Outline - The abstract/agenda/outline should be **no more than one (8-1/2" x 11") page**.
- Recommended Audience Level – Core, Advanced or Executive
- Recommended Time Requirement
- Non-SBDC Speaker Fee Information OR SBDC Presenter Section.  
**NON-SBDC PRESENTERS** – ASBDC has a limited budget for outside speakers. Please complete the section on speaker fees for consideration.

**SBDC PRESENTERS** – All SBDC presenters must have the approval/endorsement of your SBDC State/Regional Director.

- **AN INTRODUCTORY BIO** for each presenter – remember, this is an introductory paragraph only – *No resumes accepted*.
- **PROGRAM HANDOUT** should be attached to your presentation submission
- **PROGRAM Powerpoint or Word document(s)** – Backup materials that can be provided as part of your on-line program materials to be used for reference following the conference.

#### **SECTION C: ROOM SETS AND AUDIO VISUAL/EQUIPMENT REQUIREMENTS**

**Room Sets:** Most meeting rooms will be set classroom or a combination classroom/theater with a head table and chair at the front of the room. A table will be set at the room entrance for handout materials.

**Audio-Visual:** All meeting rooms will have a standard set to include:

- LCD Projector
- Screen
- one (1) flip chart with markers
- One (1) lavalier microphone (*in all rooms with seating over 50*)

Additional audio visual and/or equipment needs, internet, telephone line connections, and computer rental are the financial responsibility of the presenter(s).

All audio visual equipment requirements will be arranged through ASBDC.

## **SECTION D: HANDOUT MATERIALS AND ON-LINE PROCEEDINGS**

All presenters are required to provide complete program information along with their proposal submission. This includes your proposed handout materials for distribution to attendees at the workshop as well as back-up support materials, i.e., a supporting power point and/or word document(s).

**Handouts** are the sole responsibility of the presenter(s). Presenters will be provided room assignment information in advance so they know the recommended number of handout materials that will be required on-site at their workshop. At a minimum, each presenter is requested to bring 100 handouts to their session.

**On-line Proceedings** will include your submission program materials, handout and power point and/or word documents in support of your program. If your program is accepted for presentation, this material will be posted on the ASBDC website and made available to SBDC counselors, trainers and personnel following the conference in Denver.

### ***FOLLOWING IS A SAMPLE FORMAT FOR YOUR PROPOSAL***

Use this SAMPLE as a guide to prepare your proposal for completing on-line. Preparing the SAMPLE in advance will allow you to cut-and-paste each of the proposal sections into the on-line database.

**PLEASE NOTE:** program fields **WILL NOT** show bold, italics or underlining. Bulleted items are permitted. If your agenda is in outline form, it might be best to upload the agenda as separate document.

Remember, the deadline date for your completed on-line proposal is **5:00 pm (EST) on Friday, January 19, 2007.**

**[CLICK HERE TO REGISTER YOUR NAME AND E-MAIL ADDRESS](#)**

## SAMPLE PROPOSAL FORMAT FOR PRESENTATION INFORMATION

**PLEASE NOTE:** Program fields **WILL NOT** show bold, italics or underlining. Bulleted items are permitted. If your agenda is in outline form, it might be best to upload the agenda as separate document.

### WORKSHOP TITLE

**DESCRIPTION:** Please be descriptive, yet concise. Limit to no more than 100 words.

### PRESENTATION GOALS:

### PRESENTATION OUTCOMES / IMPACT:

### SEMINAR ABSTRACT/AGENDA/OUTLINE:

The abstract/agenda/outline should be no more than one page.